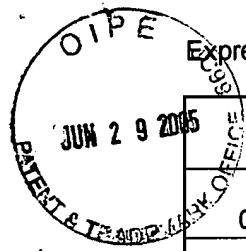


7-1-05

3625  
J/KW

Express Mail No. EV723059502US

**AMENDMENT TRANSMITTAL LETTER**Docket No.  
249768044US1Application No.  
09/848,608-Conf. #5996Filing Date  
May 3, 2001Examiner  
N. U. HaqArt Unit  
3625

Applicant(s): Gregov et al.

Invention: PERSONALIZED PROMOTION OF NEW CONTENT

**TO THE COMMISSIONER FOR PATENTS**

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

**CLAIMS AS AMENDED**

|  | Claims Remaining After Amendment | Highest Number Previously Paid | Number Extra Claims Present | Rate |      |
|--|----------------------------------|--------------------------------|-----------------------------|------|------|
| Total Claims   | 59                               | - 59 =                         | 0                           | x    |      |
| Independent Claims   | 7                                | - 7 =                          | 0                           | x    |      |
| Multiple Dependent Claims (check if applicable) <input type="checkbox"/> |                                  |                                |                             |      |      |
| Other fee (please specify):  |                                  |                                |                             |      |      |
| <b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>                          |                                  |                                |                             |      | 0.00 |

 Large Entity Small Entity No additional fee is required for this amendment. Please charge Deposit Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_. A duplicate copy of this sheet is enclosed. A check in the amount of \$ \_\_\_\_\_ to cover the filing fee is enclosed. Payment by credit card. Form PTO-2038 is attached. The Director is hereby authorized to charge and credit Deposit Account No. 50-0665 as described below. A duplicate copy of this sheet is enclosed. Credit any overpayment. Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

Do Te Kim

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 (206) 359-8000

Dated: 6/29/05



Express Mail No. EV723059502US  
Docket No.: 249768044US1  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Gregov et al.

Application No.: 09/848,608

Confirmation No.: 5996

Filed: May 3, 2001

Art Unit: 3625

For: PERSONALIZED PROMOTION OF NEW  
CONTENT

Examiner: N. U. Haq

**RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated March 30, 2005, please amend the above-identified U.S. patent application as follows:

| Section      | Page |
|--------------|------|
| Claims ..... | 2    |